

## Statistics

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### Population (2003)

Maine	758,501	metro	(0.3% of total U.S. metro)
	<u>547,227</u>	non-metro	(1.1% of total U.S. non-metro)
	1,305,728	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Maine:	132,684 jobs	(17.37% of total Maine employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Maine:	7,196	(0.3% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Maine:	190 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Maine:	\$464 million
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold: #45**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Potatoes	110,376	3.6
Dairy products	86,583	0.4
Chicken eggs	53,136	1.2
Aquaculture	37,850	5.7
Greenhouse/nursery	24,870	0.2

#### **Market Value of Agricultural Products Sold Directly to Consumers (2002)**

Maine: \$1.17 million  
United States: \$550.9 million

#### **Farmers Markets (2004)**

Maine: 57  
United States: 3,617

#### **Market Value of Certified Organic Commodities (2002)\***

Maine: \$4.1 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Maine: 9,785 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Maine: 1  
Total: 96

## **Marketing Products and Services**

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#### **Specific to Maine**

##### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and

performance of the marketing system.

- In 2003, \$50,000 was awarded to the Maine Department of Agriculture, in cooperation with the University of Maine, Coastal Enterprises, Incorporated, Farms for the Future, the Maine Agricultural Center, University of Maine Cooperative Extension and others, to explore new marketing channels for the state's dairy farmers.
- In 2002, \$38,000 was awarded to the Maine Department of Agriculture, Food, and Rural Resources, in cooperation with the University of Maine, Heart of Maine RC&D, and Maine Gourmet and Specialty Food Producers, to help farm-based producers and processors of specialty agricultural products to expand sales through conferences, trade shows and organizational development.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.